

We claim:

1. A light fixture, comprising:

a closed loop, high intensity discharge lamp having an outer periphery;

a first reflector at least partially disposed on a first side of the lamp, the first reflector

having a plurality of transmissive areas and a plurality of reflective areas allowing a  
portion of the light emitted from the lamp to transmit through the first reflector and a  
portion of the light to be reflected; and

a second reflector at least partially disposed on a second side of the lamp opposite the first  
side.

2. The light fixture of claim 1, wherein the second reflector further comprises a plurality of  
transmissive areas and a plurality of reflective areas allowing a portion of the light emitted  
from the lamp to transmit through the second reflector and a portion of the light to be  
reflected.

3. The light fixture of claim 2, wherein each of the first and second reflectors have a central  
portion adjacent the lamp and two cantilevered portions extending from the central portion in  
substantially opposite directions.

4. The light fixture of claim 3, wherein each of the cantilevered portions extend from the  
central portion along a curved path.

5. The light fixture of claim 1, wherein the second reflector is a specular reflector.

6. The light fixture of claim 1, further comprising a substantially transparent thermal cover  
positioned over one end of the lamp to at least partially enclose a portion of the lamp.

7. The light fixture of claim 6, wherein the cover further comprises:

an end located adjacent to the end of the lamp and oriented substantially perpendicular  
to the lamp and reflectors; and

a first side wall coupled to and positioned substantially normal to the end of the cover.

8. The light fixture of claim 7, wherein the first wall of the thermal cover is adjacent to the first reflector and the cover further comprises:

a second wall opposite the first wall and coupled to the end of the cover;

a third wall coupled to the first wall, the second wall, and the end of the cover; and

5 a fourth wall opposite the third wall and coupled to the first wall, the second wall, and the end of the cover.

9. The light fixture of claim 1, wherein the lamp comprises a hollow, closed loop tube at least partially filled with mercury vapor, the lamp illuminated by electromagnetic induction.

10. The light fixture of claim 1, further comprising a ballast to provide power to the lamp.

11. A sign, comprising:

a ballast;

15 a plurality of light fixtures, each light fixture comprising:

a closed loop, high intensity discharge lamp having an outer periphery;

a first reflector positioned on a first side of the lamp, the first reflector having a plurality of transmissive areas and a plurality of reflective areas allowing a portion of the light emitted from the lamp to transmit through the first

20 reflector and a portion of the light to be reflected; and

a sign housing having a first output panel that has a diffusive, translucent surface that outputs light emitted by the lamp.

12. The sign as claimed in claim 11, wherein the light fixture further comprises a second reflector positioned on a second side of the lamp opposite the first side.

13. The sign as claimed in claim 12, wherein the second reflector has a plurality of transmissive areas and a plurality of reflective areas allowing a portion of the light emitted from the lamp to transmit through the second reflector and a portion of the light to be reflected.

14. The sign as claimed in claim 12, wherein the second reflector is a specular reflector.

15. The sign as claimed in claim 11, wherein the sign housing further comprises a second output panel located on the opposite side of the light fixtures from the first output panel, the second output panel having a diffusive, translucent surface that outputs light emitted by the lamp.

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16. The sign as claimed in claim 11, wherein the sign housing further comprises at least one side wall and a back wall, each having a diffusive reflective surface adjacent the light fixtures.

10 17. The sign as claimed in claim 11, further comprising:  
a second ballast; and  
a second plurality of light fixtures comprising:  
a closed loop, high intensity discharge lamp;  
a reflector positioned on one side of the plane.

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